



Skepticism of Scientific Wikis



Andrew Geary Society of Exploration Geophysicists wiki editor


Isaac Farley Society of Exploration Geophysicists digital publications manager



What's on deck

- The basis for skepticism - why are people skeptical?
- The SEG Wiki vs. the traditional publication model
- Why do some trust Wikipedia?
- Solving the problem
- Guided Q&A





skep•tic \ˈskep-tik\ *n*: a person who questions or doubts something (such as a claim or statement) : a person who often questions or doubts things¹

¹ Merriam-Webster





Why are you skeptical?

- Lack of exposure
- Lack of evidence
- Doubt - there is an alternative explanation/way of doing things that is perceived superior
- Skin in the game





GEOPHYSICS

- Published since 1936
- 10,664 peer-reviewed articles published in our digital archives
- Rigorous submission guidelines
- According to the Science Edition of Thomson Reuters' Journal Citation Reports, the journal's 2013/2014 impact factor is 1.759



Publishing in GEOPHYSICS





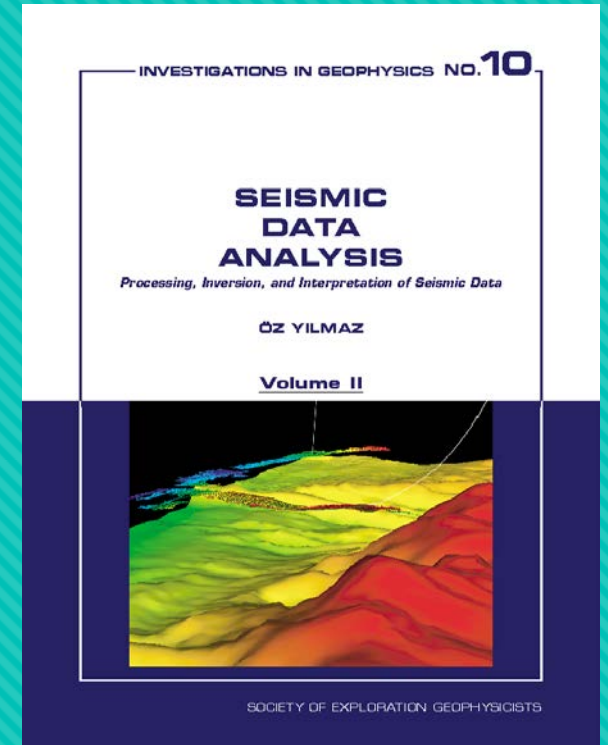
The Wiki Way

- Make bad edits easy to correct, rather than hard to make
- Transparency
- Communication
- Democratic: All users and contributors are valuable



Overview of the SEG Wiki

- SEG's two bestselling books
 - Robert Sheriff's *Encyclopedic Dictionary of Applied Geophysics*
 - Oz Yilmaz's *Seismic Data Analysis*
- Biographies
- Open data
- TLE geophysical tutorials





Veracity of Wikipedia

- Two major studies – *Nature* and Oxford University
- Wikipedia as accurate as *Encyclopedia Britannica*
- Wikipedia vs. *Britannica*:
 - More up-to-date
 - Better referenced
 - Comprehensive
 - Lack of bias
 - Equal readability
- Encyclopedias serve as a starting point for students, researchers, and the public



Public wikis

- American Association of Petroleum Geologists
- SubSurfWiki
- Society of Petroleum Engineers - Petrowiki

Private wikis


- ConocoPhillips
- Schlumberger
- Anadarko's safety wiki

**Examples of other wikis
in the field**



John W. Stockwell, Jr., Research Associate, Center for Wave Phenomena, Colorado School of Mines

"I have been adding biographies of SEG award recipients for several months. As with any human endeavor, **exploration geophysics is really about the people**. We have technological advances, scientific discoveries, and industry game changers, but we should never forget that these **developments are made by our colleagues, friends, and teachers.**"



"I'm super-excited about the SEG Wiki for two big reasons. First, they've done everything right in getting it going: started small, gradually adding content, keeping everything open and accessible, and tasking energetic staff members with pushing it forward. Second, with the ongoing addition of Seismic Data Analysis, it has some seriously useful content. **Our community needs this resource — and now it's up to us to increase the momentum, and build an open, collaborative resource that will benefit all geophysicists for decades to come.**"

Matt Hall, Agile, @kwinkunks



Wiki outreach



- Annual Meeting
- Bi-monthly chats
- YouTube video help series
- SMWCon and related events
 - Webinars
- Wiki Champion



Which users find Wikipedia useful?

Those who already do.





- Highlight reciprocity and altruism
- Don't leave people alone in the Wild Wild Wiki
- Don't hide your Wiki light under a bushel
- Credibility and comprehensiveness
- Time

Solutions



- How can wiki administrators leverage the inherent benefits of skeptics (and, scientific skepticism) to build better wikis?
- Are the aspects of a wiki that make it powerful for a reader, the very same things that make it powerful for contributors?
- How can Semantic MediaWiki, and/or other semantic extensions, aid in mitigating skepticism?
- How do we get people comfortable with using wikis? And, reinforce the value of the software as they are using it, so they become more invested users (i.e., owners)? And, how do we best recognize and encourage contributors, so they continue to contribute?

Discussion



Contact

Andrew Geary &
Isaac Farley

ageary@seg.org
ifarley@seg.org

@SEGWiki



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LAYERING THE SCIENCE OF APPLIED GEOPHYSICS